



TRANSORG
ANALYTICS

Market-mix modeling for global auto company

Objective

- A global car manufacturing company wanted to improve marketing efficiency.
- Optimize spend across conventional and digital media.

Impact

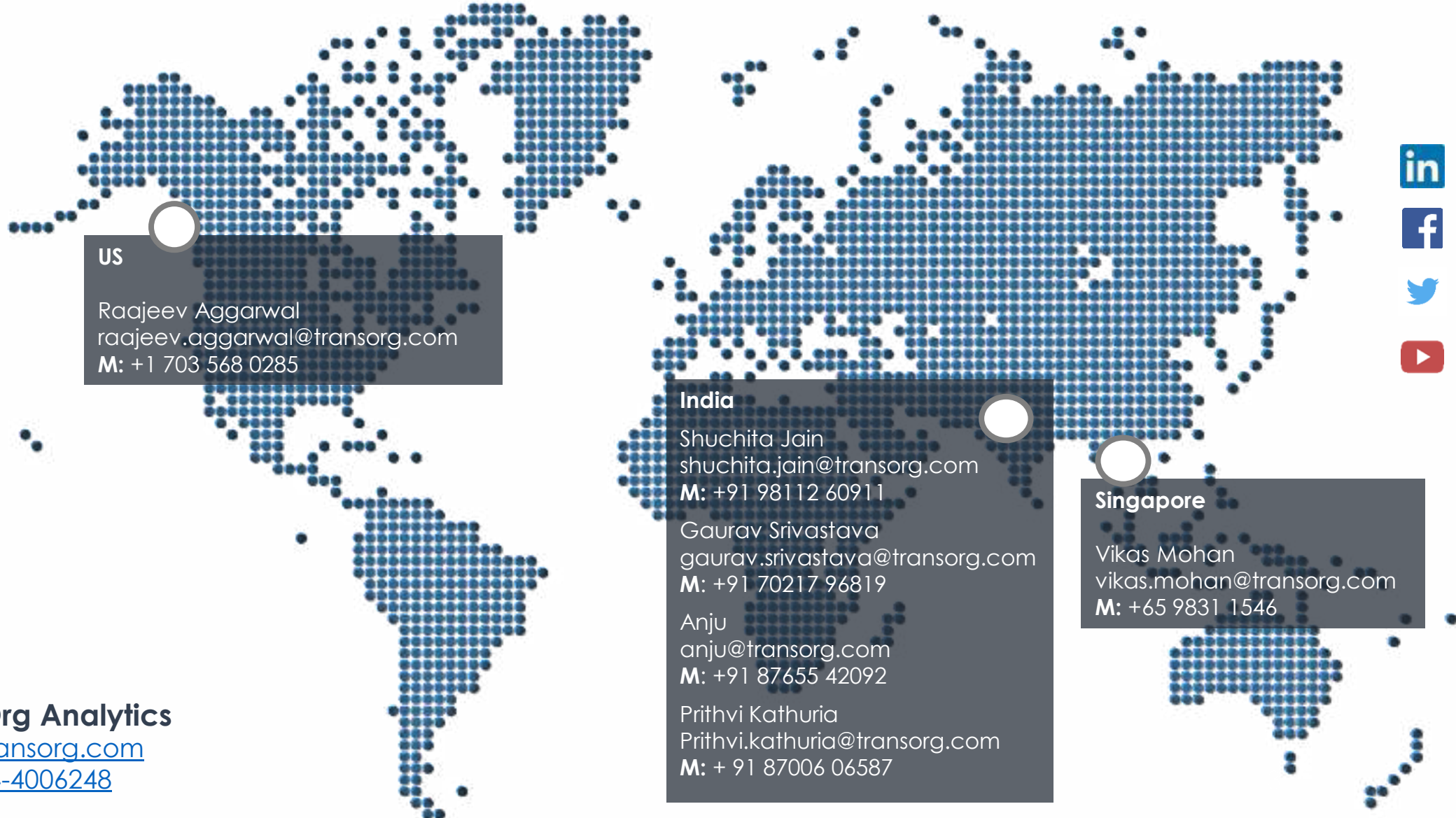
- The media plan was redefined to realize an overall increment of close to 4% in the sales volume generated through TV activity and Digital platform.

Approach

- Used marketing mix model to estimate sales contributions and ROI of each marketing channel.
- Identified marketing channels having non linear impact on sales and applied relevant transformations.
- Cannibalization and growth due to the new category launches was quantified.
- Huge inefficiencies were highlighted in the execution of promotional activity and media support.
- Optimized budget allocation with the help of model output by doing simulations for various scenarios.
- Recommended 15% shift of spending from Trade promotions to TV and Digital platforms for the first campaign post the analytics exercise.

Contact us





We are a phone call away!



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